

Privacy Policy

James Perry Estate Agents

(A trading name of James Perry & Partners Limited)

James Perry Capital (“we”, “us”, or “our”) is committed to protecting and respecting your privacy.

This Privacy Policy explains how we collect, use, store and protect your personal data when you visit our website, contact us, use our services, or interact with our franchise network.

For the purposes of the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018, the data controller is:

James Perry & Partners Limited (trading as James Perry Estate Agents).

1. Information We Collect

We may collect and process the following categories of personal data:

Information You Provide to Us

You may provide personal data by:

- Completing forms on our website
- Enquiring about our services
- Applying to join our network
- Corresponding with us by phone, email or in writing
- Entering into agreements with us

This information may include:

- Your name
- Contact details (address, email address, telephone number)
- Property details
- Business or professional information
- Identification documents (where legally required)
- Financial information (where necessary for transactions)
- Any other information you choose to provide

Information We Collect Automatically

When you visit our website, we may automatically collect:

- IP address
- Browser type and version
- Operating system
- Device information
- Pages visited and time spent on pages
- Referral sources and navigation paths

This helps us analyse website performance and improve user experience.

2. Cookies

Our website uses cookies to distinguish you from other users and to improve functionality and performance.

Cookies help us:

- Ensure the website operates correctly
- Understand visitor behaviour
- Improve user experience

For further details, please refer to our Cookie Policy.

3. How We Use Your Personal Data

We use your personal data for the following purposes:

To Provide Services

- To respond to enquiries
- To provide estate agency services
- To manage franchise enquiries and relationships
- To perform contractual obligations
- To process property transactions
- To carry out identity verification and compliance checks

For Business Operations

- To administer and improve our website
- For internal analysis, research and testing
- To maintain security and prevent fraud
- To comply with legal and regulatory obligations

For Marketing

- To provide information about services similar to those you have previously enquired about or purchased
- To send relevant updates and business communications

Where required by law, we will obtain your consent before sending marketing communications. You may opt out at any time.

4. Lawful Bases for Processing

Under UK GDPR, we rely on the following lawful bases:

- Performance of a contract
- Compliance with legal obligations
- Legitimate interests (such as operating and improving our business)

- Consent (where required)

5. Sharing Your Personal Data

We may share your personal data with:

- Members of our group or affiliated franchise operators (where necessary)
- Professional advisers (legal, financial and compliance advisers)
- IT service providers and business support providers
- Regulatory authorities and law enforcement agencies
- Anti-money laundering and identity verification providers

We may also disclose your personal data:

- If we buy, sell or restructure a business
- If James Perry & Partners Limited or its assets are acquired
- Where required to comply with legal obligations
- To protect our legal rights or prevent fraud

We do not sell your personal data to third parties.

6. International Transfers

Some service providers may process data outside the United Kingdom.

Where this occurs, we ensure appropriate safeguards are in place, such as:

- Adequacy regulations
- Standard contractual clauses
- Other legally approved transfer mechanisms

7. Data Security

We implement appropriate technical and organisational security measures to protect personal data from:

- Unauthorised access
- Loss or misuse
- Alteration or disclosure

While we take reasonable steps to secure data, transmission over the internet cannot be guaranteed as completely secure.

8. Data Retention

We retain personal data only for as long as necessary to:

- Fulfil the purposes for which it was collected
- Satisfy legal, regulatory and accounting requirements

- Resolve disputes and enforce agreements

Retention periods vary depending on the nature of the data and our legal obligations.

9. Your Rights

Under UK data protection law, you have the right to:

- Access your personal data
- Request correction of inaccurate information
- Request erasure (in certain circumstances)
- Request restriction of processing
- Object to processing based on legitimate interests
- Request data portability
- Withdraw consent at any time (where processing is based on consent)

You can opt out of marketing communications by:

- Clicking the unsubscribe link in our emails
- Contacting us directly

To exercise any of your rights, please contact us using the details provided on our Contact page.

We will respond in accordance with applicable data protection laws.

10. Complaints

If you have concerns about how we handle your personal data, please contact us first so we can address the issue.

You also have the right to lodge a complaint with:

Information Commissioner's Office (ICO)

Wycliffe House

Water Lane

Wilmslow

Cheshire

SK9 5AF

Website: www.ico.org.uk

11. Changes to This Policy

We may update this Privacy Policy from time to time.

Any changes will be posted on this page and, where appropriate, notified to you.

Please check this page periodically to remain informed.